



CERTIFYING 2000+ GLOBAL MARKETERS FOR A MEDICAL DEVICE COMPANY

Overview

A global medical device company was undergoing a global digital transformation. The central global digital team wanted to upskill global marketers to meet the challenges and opportunities of digital marketing.

Boot Camp Digital created two customized certification programs. Over 2,000 global marketers were certified in foundations and advanced tracks.

91%

Rated excellent or great

4.5/5



Average rating

4X

Higher completion rate

Business Challenge

As a part of the global digital transformation, the central digital team focused on best practices and scalable solutions. The biggest challenge was transforming the skills of marketers in the regions globally.

These marketers were responsible for day-to-day marketing. Their digital knowledge and skills varied dramatically. They weren't implementing digital. They were responsible for making decisions, managing agencies, understanding results, and overall business performance.

The training needed to cover best practices and integrate internal thought leadership, models, and training. The training needed to feel customized and branded (with off-the-shelf). It needed to easily scale globally.



From a MedTech perspective, I highly recommend this certification, as it helped me gain a better perspective in the use of digital marketing of our products and therapies to better support our customers and patients.



-Medtech Digital Marketing Certification Recipient



Contact us for intensive Virtual and Live Digital Marketing Workshops and Online Custom Corporate Training Solutions.

Contact us at 513-223-3878 or info@BootCampDigital.com

Our Solutions

To upskill the global organization at scale, Boot Camp Digital created customized digital marketing certifications.

We created Foundations and Advanced tracks. Tracks and messaging were further customized by business groups and regions.

The certifications seamlessly merged off-the-shelf training with internal thought leadership, resources, and training assets.

This resulted in a customized, cohesive, and branded training program that specifically matched business needs.

Key Deliverables

1. We created a **customized learning portal** with messages from leadership and internal resources.
2. We created **two custom digital certifications** (Digital Marketing Foundations and Digital Marketing Mastery). The content strategically matched the transformation objectives and aligned with global digital centers of excellence.
3. The program was designed **to be completed over a set timeframe** with weekly assignments. The length and pacing maximized adoption.
4. **Internal content** from the central global digital team was integrated into the off-the-shelf content.
5. Learners received **custom messages each week** to keep them on track. These messages included internal resources, COE best practices, and leadership messages. *This wasn't just on-demand access. A dated deployment plan with custom messaging drove higher completion rates.*

6. The training integrated **gamification, awards, and unique messages** to motivate learners to complete the training.

7. **Internal messaging, branding, and thought leadership** were seamlessly integrated into the entire learning experience.

8. **Customized reporting** was available with on-demand dashboards. The impact and results of the training were continuously monitored.

BONUS: Learners received access to the entire Boot Camp Digital library, and over 50% took advantage of additional training.

Results

The organization was able to comprehensively roll out a global upskill program to markets. The scaled program exceeded benchmarks for completion and impact on organization results.

- 91%** **Learner Ratings**
 - 91% rated "Excellent" or "Great"
 - 4.5/5 star-rating
- 67%** **Digital Marketing Foundations (8-Hours)**
 - 95% rated "Excellent" or "Great"
 - 67% Certification Earned
- 48%** **Digital Marketing Mastery (40-Hours)**
 - 88% rated "Excellent" or "Great"
 - 48% Completion Rate

Get your team started!

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